

## ORDER



Orders	Order / Rev:	167314
	Alt Order #:	06345097
	Product Desc:	OBAMA 4 PRES: SKED C
	Estimate:	1868
	Flight Dates:	09/27/12 - 10/02/12
	Original Date / Rev:	09/26/12 / 09/26/12
	Order Type:	GENERAL

**WDJ-TV-LP**

<b>Agency</b>	<b>Name:</b>	<b>GMMB Greer Margolis Mitchell</b>
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
		<b>1010 Wisconsin Ave. NW</b>
		<b>Washington, DC 20007</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Poli/Obama for President</b>
	<b>Demographic:</b>	<b>A35+</b>
	<b>Product Codes:</b>	<b>PL Candidate</b>
	<b>Priority:</b>	<b>P-2</b>
	<b>Revenue Codes:</b>	<b>AGY, POL, CAND</b>

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **BILL PLAN**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$13,735.00	\$11,674.75
10/01/12	10/02/12	23	\$13,470.00	\$11,449.50

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$13,735.00	\$11,674.75	0.00
October 2012	23	\$13,470.00	\$11,449.50	0.00
Totals	46	\$27,205.00	\$23,124.25	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$27,205.00
Market	100%	\$160,029.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,600.29
WCGV	0%	\$0.00
WISN	27%	\$43,207.94
WITI	31%	\$49,609.12
WMLW-	2%	\$3,200.59
WPXE	0%	\$0.00
WTMJ	22%	\$35,206.47
WVTW	0%	\$0.00
WXTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/27/12	09/28/12	Let's Make a Deal 9a-106M	858a-10a	---	TF--	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$100.00	0.00							
E 2	WDJT	10/01/12	10/02/12	Let's Make a Deal 9a-106M	858a-10a	MT-----		:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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**WDJT-TV-LP**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/01/12	10/02/12	Let's Make a Deal 9a-106M Let's Make a Deal 9a-10a		858a-10a	MT-----	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$100.00			0.00					
E 3	WDJT	09/27/12	09/28/12	Price Is Right 10a-11a CM Price is Right 10a-11a		10a - 11a	---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$300.00			0.00					
E 4	WDJT	10/01/12	10/02/12	Price Is Right 10a-11a CM Price is Right 10a-11a		10a - 11a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$300.00			0.00					
E 5	WDJT	09/27/12	09/28/12	Y&R 11a-12p CM The Young & the Restless 11a-		11a - 12p	---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$350.00			0.00					
E 6	WDJT	10/01/12	10/01/12	Y&R 11a-12p CM The Young & the Restless 11a-		11a - 12p	2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	2-----		2	\$350.00			0.00					
E 7	WDJT	09/27/12	09/28/12	News at Noon CM News at Noon		12p-1230p	---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$125.00			0.00					
E 8	WDJT	10/01/12	10/02/12	News at Noon CM News at Noon		12p-1230p	MT-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$125.00			0.00					
E 9	WDJT	09/27/12	09/28/12	CBS Block 1230p-2p CM CBS Block 1230p-2p		1230p-2p	---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$125.00			0.00					
E 10	WDJT	10/01/12	10/02/12	CBS Block 1230p-2p CM CBS Block 1230p-2p		1230p-2p	MT-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$125.00			0.00					
E 11	WDJT	09/27/12	09/28/12	Doctor 2p-3p CM Doctors 2p-3p		2p-3p	---TF--	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$50.00			0.00					
E 12	WDJT	10/01/12	10/02/12	Doctor 2p-3p CM Doctors 2p-3p		2p-3p	MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$50.00			0.00					
E 13	WDJT	09/27/12	09/28/12	3p-4p (eff 9/10/13) CM Jeff Probst		3p-4p	---TF--	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$50.00			0.00					
E 14	WDJT	10/01/12	10/02/12	3p-4p (eff 9/10/13) CM Jeff Probst		3p-4p	MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$50.00			0.00					
E 15	WDJT	09/27/12	09/28/12	Dr. Phil 4p-5p CM Dr. Phil 4p-5p		4p-5p	---TF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--		2	\$250.00			0.00					
E 16	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p CM Dr. Phil 4p-5p		4p-5p	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----		2	\$250.00			0.00					

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Estimate: 1868

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$250.00		0.00			
E 17	WDJT	10/01/12	10/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p	MT-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		1				\$70.00		0.00			
E 18	WDJT	09/27/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		1				\$700.00		0.00			
E 19	WDJT	10/01/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$700.00		0.00			
E 20	WDJT	09/27/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		1				\$750.00		0.00			
E 21	WDJT	10/01/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$750.00		0.00			
E 22	WDJT	09/29/12	09/29/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$85.00	LUR	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-		1				\$85.00		0.00			
E 23	WDJT	10/01/12	10/01/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm	1-----	:30	1	\$4,800.00	P-1	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1				\$4,800.00		0.00			
E 24	WDJT	10/01/12	10/01/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1				\$3,000.00		0.00			
E 25	WDJT	09/27/12	09/27/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$3,000.00		0.00			
E 26	WDJT	09/28/12	09/28/12	Fr 8p - 9p Made In Jersey	CM	8p - 9p	---1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1--		1				\$1,500.00		0.00			
E 27	WDJT	09/30/12	09/30/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1		1				\$2,500.00		0.00			
E 28	WDJT	09/30/12	09/30/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1		1				\$2,500.00		0.00			

Totals 46 \$27,205.00